

Speech Controlled Access To Content On A Presentation Medium

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ABSTRACT

One embodiment of the invention provides television viewers with an intuitive and
10 easy-to-use way to find the programs they want and to control their television viewing experience. In a further embodiment, a speech control interface, in combination with a variety of search functions, is provided such that television viewers have an intuitive and easy-to-use way to find the programs and information they want. The invention also provides the use of personalization as a way to filter
15 and deliver relevant content and services to users based upon individual preferences. Another aspect of the invention provides a hierarchical user interface for speech-controlled, interactive applications, that gives television viewers an intuitive and easy-to-use way to find the programs they want and to control their television viewing experience. The invention also provides a method and apparatus
20 where the channel lineup in a television service is dynamic and changeable, *i.e.* the list of available channels can be modified, in real time, to suit the preferences and usage of a particular subscriber. Further, the invention provides a method and apparatus that addresses the use of speaker, group, language, or emotional state identification systems to target advertising, to users who are or are not enrolled in a
25 speaker ID system.